

**OLYMPIC
FESTIVAL
X ALLEZ
LES BLEUS
EMPOWERING
FANS**



L'INCREDIBILE NON È IMPOSSIBILE.

FUOCO ^{SUL} GHIACCIO

Italia Team | PyeongChang 2018 | Olympic Winter Games

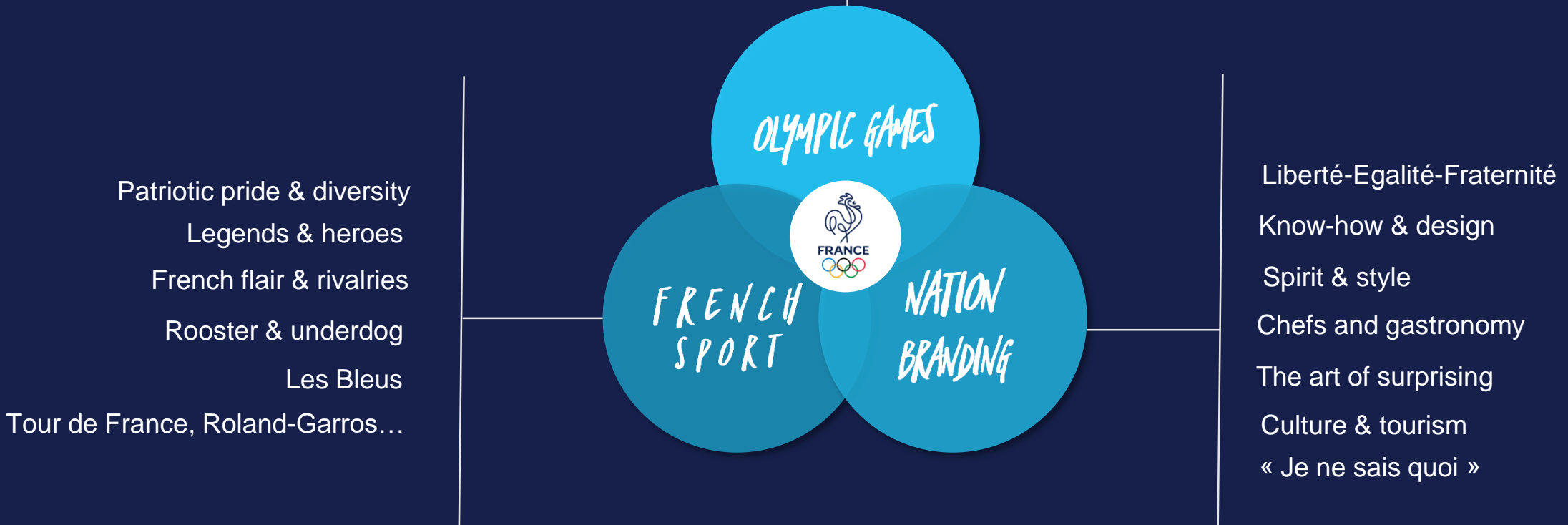


CHALLENGING OUR BRAND PLATFORM AFTER RIO2016



POSITIVE DRIVERS & CONNECTORS AT THE CROSS-ROADS OF THREE UNIQUE WORLDS

Excellence-Respect-Friendship
Drama Dreams Tradition Torch Passion







**FROM NATURAL
AND EVENT-FOCUSED
ATHLETE
STORYTELLING...**





**...TO DAILY
AND FAN-GENERATED
STORYLIVING**



**EMPOWERING &
CELEBRATING
FANS**

**AUTHENTIC STORIES
MEMORABLE EXPERIENCES
PASSIONATE LIFESTYLE**



LESS IS MORE



Festival Olympique
PyeongChang 2018





WHAT'S NEXT ?
E-SHOP
& BRAND CONTENT
GROWING
WITH NFS
MADE IN FRANCE
PARIS 2024...

MERCI !

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